



Kawneer

K★Z★S

Architectural Porcelain Enamel

STORE FRONTS



NILES,

THE
Kawneer
COMPANY

MICHIGAN

COLORFUL, MODERN APPEAL—LASTING BEAUTY—ADVANCED FEATURES!





K*Z*S *Porcelain Enamel Panels*

THE IDEAL FACING FOR TODAY'S STORE FRONT!

K. Z. S., the modern exterior facing and interior wall finishing material, combines the strength of steel with the inorganic, nonporous, changeless qualities of glass in panels which are comparatively light in weight, easy to handle, and easy to install at any height.

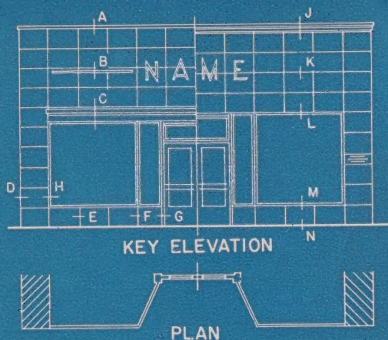
Twenty-five standard satin finish colors, plus black and white in gloss finish, offer the designer many possibilities for interesting combinations, and the fact that K. Z. S. panels may be formed in a variety of shapes and finished with special designs or special colors makes for still greater freedom in planning the front.

In appearance, K. Z. S. Store Fronts are always colorful, and attractive—always fresh, and clean, and appealing. Porcelain enamel—because of its inorganic, nonporous, changeless qualities—is especially easy to maintain.

By combining the talents and specialized knowledge of architect, builder, K. Z. S. distributor, and merchant, it is a simple matter to develop a colorful store front of dependable pulling power and lasting beauty for any business. No investment pays greater dividends in increased prestige and increased volume of profitable sales.

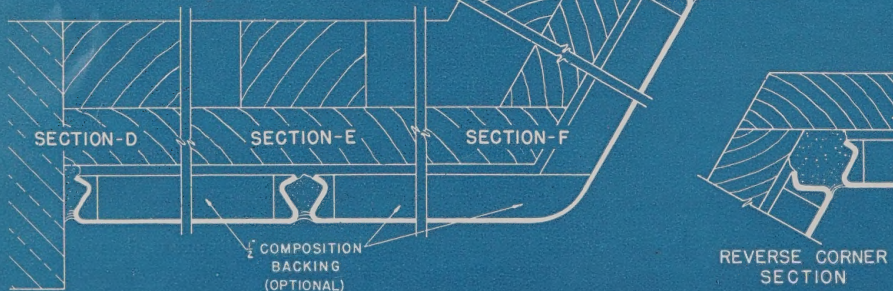
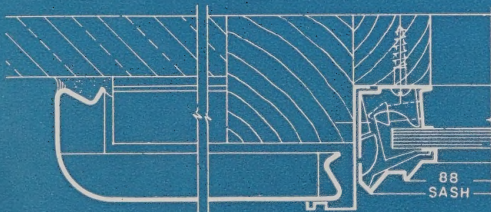
KZS

INSTALLATION DETAILS



7070-A
ALTERED

CAST END CAP



HALF
SIZE



K.Z.S. DETAILS AND DATA

K. Z. S. Porcelain Enamel Panels offer an attractive and colorful exterior facing and interior finishing material for all types of store fronts and buildings.

Sturdy panels are fabricated from heavy 16-gauge extra-flat enameling steel, with flanges on all sides, and strong welding at the corners. These panels are then completely porcelain (vitreous) enameled on both sides—with 3 coats of the desired color on the face, fused under terrific heat (1550°F.).

The result is a panel construction of glass-fired steel which can be produced in many shapes and colors—with tough, inorganic, non-porous surface, changeless color, and comparatively light weight.

PORCELAIN ENAMEL is an all-mineral substance composed entirely of silica, borax, zinc oxides and other mineral substances. The firing process fuses it with the metal base and the terrific heat completely destroys all organic substances.

Do not confuse porcelain enamel with baked enamel finishes such as used on automobiles. It is not an enamel, not a paint, not a lacquer—all of which contain organic matter which is subject to change. In reality it is glass, fused and made one with the metal base which has been formed to the desired shape—combining the inorganic, nonporous, changeless nature of glass with the strength and lightness of steel.

K. Z. S. CONSTRUCTION (see details on opposite page). Flanges all around each panel provide greater rigidity and keylock the calking. Each panel flashes the one above to keep out water. Individual suspension on patented Rustless Metal Spring Clips makes a strong, resilient setting which is completely concealed. All flat panels are

backed by $\frac{1}{2}$ " insulation board securely attached with water and heat-proof cement—for strength, rigidity, insulation against sound and heat, and to prevent possible sweating. Curved panels are also backed up by the best method under the conditions applying. Narrow $\frac{1}{8}$ " space between panels means a neat, unobtrusive joint.

COLORS, DESIGNS, FINISHES. Almost any color or shade can be produced by the porcelain enameling process. Combinations may be made on any panel—and designs, stripes, letters, symbols or even pictorial treatment reproduced.

The standard satin finish has interesting life and lustre without the shiny effect of extremely high gloss—but high gloss finish may be specified where desired. All K. Z. S. finishes are acid-resisting—a feature which gives added protection against unusual atmospheric conditions.

Twenty-five standard satin finish colors meet all ordinary requirements for attractive and harmonious combinations on the average job. These are in addition to black and white, in gloss finish. (Color card on request.)

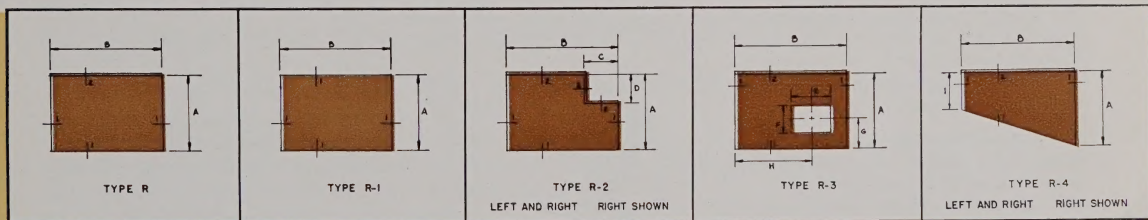
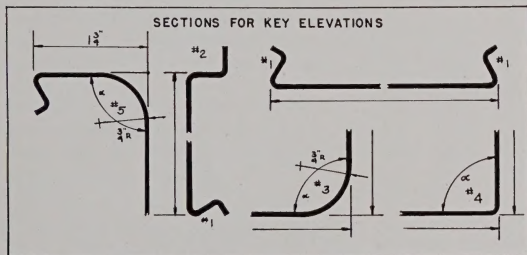
STANDARD SIZES OF PANELS—16" x 16", 16" x 24", 20" x 20", 20" x 28", or any special sizes desired. Maximum dimensions 24" x 36".

STANDARD SHAPES shown in drawings below.

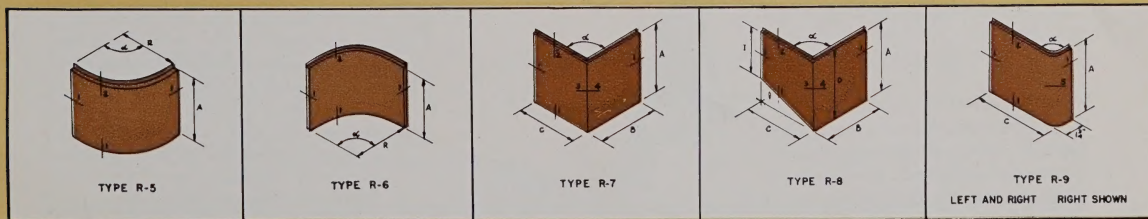
SPECIAL SHAPES. Enameling steel can be readily formed in shapes to meet almost any requirements—making this probably the most versatile facing material available. **SIGN LETTERS** may also be fabricated to special shapes or fired as a design on individual panels.

ERECTION. For best results K. Z. S. Porcelain Enamel Panels are installed on $\frac{3}{4}$ " x 2" steel furring strips (wood furring strips may be used). Furring strips are fastened to wood with wood screws or to masonry with expansion plugs, spaced to accommodate the panels as ordered, and located plumb and level. Rustless Metal Spring Clips, at top and bottom of each panel, are applied to metal furring with self-tapping screws. The bottom clips are applied first; then the panel is placed in position and the top clips applied. Joints between panels ($\frac{1}{8}$ ") are then calked.

REPLACEMENT. In the event of damage, any panel may be removed without disturbing the surrounding panels—thanks to K. Z. S. individual suspension. Bottom clips are flattened with a screw driver, panel removed, and the new panel easily installed.



STANDARD SHAPES



Important K·Z·S Advantages

Any merchant who has installed a K. Z. S. Store Front will tell you that this remarkable new "face" not only adds life, beauty, distinction and attention value to his store—but also brings amazing increases in sales. Color invariably attracts the eye, and the splendor of this fine architectural porcelain enamel combined with the rich beauty and lustre of harmonizing rustless metal store front construction (sash, bars, awning bars, entrance doors, mouldings, etc.) produces an installation which inevitably becomes the best business builder any merchant can possibly buy.

WORKS NIGHT AND DAY

In the mind of the public the store front represents the store. K. Z. S. Store Fronts are modern and attractive, dignified and appealing, colorful and inviting. They go to work the minute they are completed—to create a better impression for you—to stop—to attract—to sell. Especially adaptable to floodlighting effects, they work for you night and day—every day of the year.

MODERN AND UP-TO-DATE

Sensible modern design often calls for broad, plain surfaces with harmonious color combinations, quick, easy identification of the store name, and adequate display of merchandise. Simplicity is the keynote—for strong, quick impressions must be made to stop today's buyer. The fast tempo of modern life must be met with store fronts that are impressive from sidewalk, from automobile, and from bus—impressive to the fleeting glance, as well as to studied gaze.

K. Z. S. Store Fronts meet all these requirements. Neat, narrow joints between panels and erection on concealed spring clips provide for broad, uninterrupted masses—variety of color allows for interesting combinations—and appealing satin finish strikes a distinctly modern and up-to-date note.

LASTING BEAUTY

K. Z. S. Porcelain Enamel colors are lasting colors—because architectural porcelain enamel is inorganic, changeless, and nonporous—unaffected by rain, snow, or

blistering sunshine—by extremes of heat and cold. Grime and dirt are easily removed from its nonporous surface—actually do not accumulate as rapidly as on more porous materials.

DURABLE

K. Z. S. panels are strong and rigid, with their steel base, stiff insulating board backing, and hard, tough surface. K. Z. S. Porcelain Enamel will not chip, break, scratch, crack, or wear under ordinary use. Reasonable care must be taken in handling during installation, of course, as is the case with any facing material.

LOW MAINTENANCE COST

There is practically no upkeep with a K. Z. S. Store Front. Nonporous and glass-like, porcelain enamel is always easily

cleaned. The simple job of washing with plain soap and water reveals original tone and finish immediately—in case any dust, dirt and soot has accumulated on the surface.

INDIVIDUAL SUSPENSION—SAFE AND SECURE

Because they are comparatively light and individually suspended by mechanical means, K. Z. S. panels may be installed safely at any height desired—even for facing an entire building. There is no chance for weight to build up from tier to tier, because no mastic is used—each panel is hung on individual Rustless Metal Spring Clips. This method assures a strong, resilient setting which is completely concealed. Panels cannot settle or work loose, for each is erected as an individual unit, yet interlocked with others.

EASE OF ERECTION

K. Z. S. Porcelain Enamel Panels are light, strong and easily handled and installed. Equally important is the fact that any unit, regardless of its location, may be removed and replaced easily, without disturbing any of the other panels. And after replacement is made, there is no visible sign that the store front facing has been touched.

HIGH SALVAGE VALUE

In case of change in business location, K. Z. S. panels may be removed and installed on the new store front.

ADAPTABILITY

Since architectural porcelain enamel can be more readily formed in special shapes than other materials, it allows the designer considerably more freedom.

COLOR SELLS

Modern merchandising requires the skillful use of color for the product itself, for packaging, for display, for advertising and promotion—in every phase of the selling process. Here is color applied at the point of contact between store and customer—utilized in the most practical form for the creation of store fronts that attract and influence today's buyers.

STANDARD COLORS

(Satin Finish—Acid-Resisting)

No. 1. BUFF	No. 15. BLUE
No. 2. TAN	No. 16. MEDIUM-BLUE
No. 3. RED-BROWN	No. 17. DARK-BLUE
No. 4. OAK-BROWN	No. 18. LIME-GREEN
No. 5. ORANGE	No. 19. APPLE-GREEN
No. 6. ORANGE-RED	No. 20. SEA-GREEN
No. 7. RED	No. 21. BLUE-GREEN
No. 8. DARK-RED	No. 22. EMERALD-GREEN
No. 9. SANDSTONE	No. 23. GRASS-GREEN
No. 10. IVORY	No. 24. GRAY
No. 11. LIGHT-YELLOW	No. 25. WINE
No. 12. YELLOW	No. 26. BLACK (GLOSS FINISH)
No. 13. BABY-BLUE	No. 27. WHITE (GLOSS FINISH)
No. 14. SKY-BLUE	



TYPICAL *Color Combinations*

The store fronts shown on the following pages are presented to illustrate how K. Z. S. facing may be used in various color combinations, in different types of fronts, and in connection with rustless metal store front construction to make up the complete modern store front. Consult your architect for suggestions on a store front design that will be just right for your store and for your location.

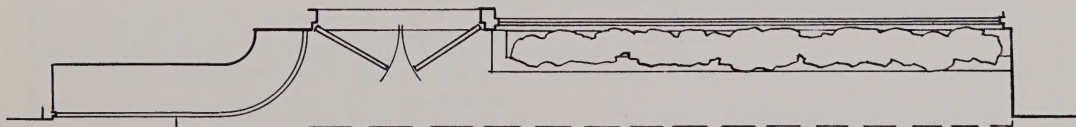


A RESTAURANT FRONT IN No. 16 MEDIUM-BLUE AND No. 11 LIGHT-YELLOW

(SEE K. Z. S. COLOR CARD)

Here is a typical modern restaurant and cafe—with a very interesting and effective color combination. The broad expanse of blue K. Z. S. Porcelain Enamel on this front creates a happy impression of cool cleanliness—a very suitable effect for a restaurant where cleanliness is of first importance.

The light-yellow letters of the name, and the wall section at the right of the show window add a necessary touch of warmth, provide quick identification and concentrate attention on the window. The aluminited aluminum entrance doors, large window for daylight, flower box, and eye-level display window at left are also interesting features.





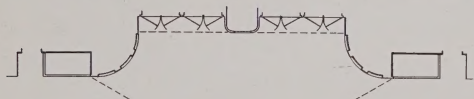
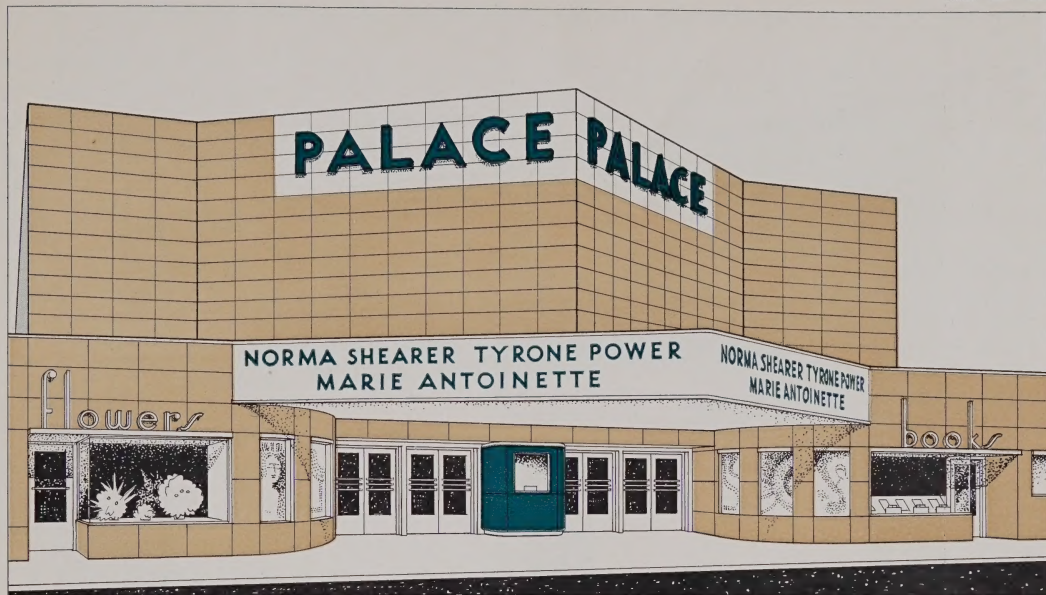
SHOP IN No. 10 IVORY AND No. 6 ORANGER-RED

For a corner drug store, this complete facing in ivory with the letters in red results in outstanding attention value. Entrance in the corner attracts maximum attention. Note special curved panels around show window and overhanging corner.

OTHER COMBINATIONS

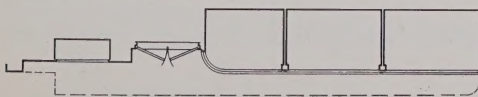
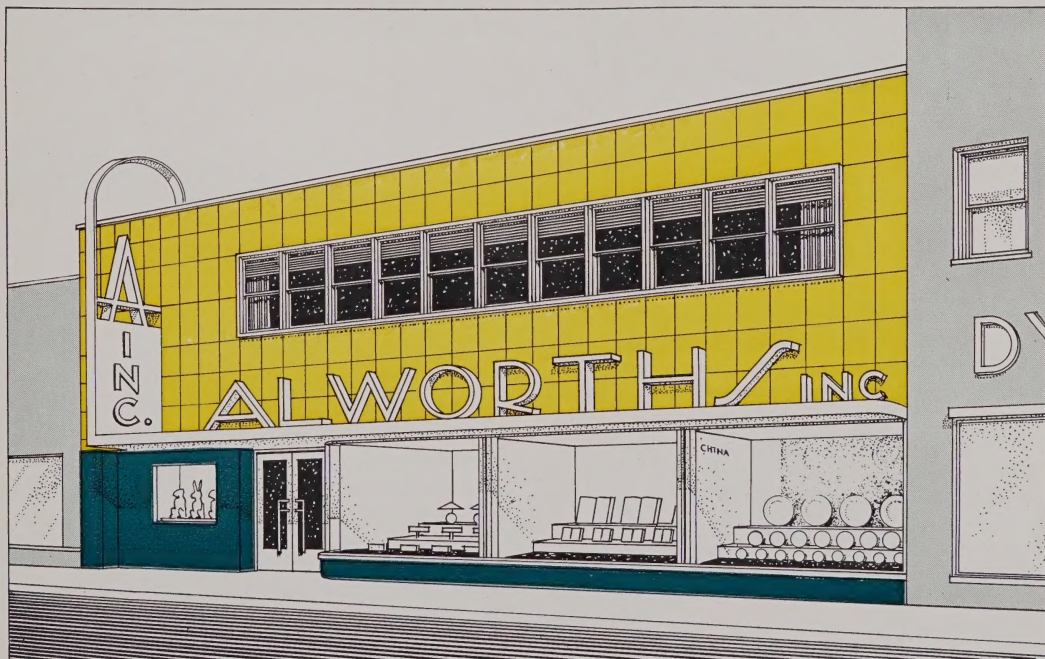
No. 3 Red-Brown, No. 1 Buff.
 No. 24 Gray, No. 7 Red.
 No. 15 Blue, No. 9 Sandstone.
 No. 20 Sea-Green, No. 9 Sandstone.
 No. 26 Black, No. 24 Gray, No. 7 Red, No. 27 White.
 No. 10 Ivory, No. 22 Emerald-Green.
 No. 26 Black, No. 11 Light-Yellow.
 No. 18 Lime-Green, No. 21 Blue-Green.
 No. 10 Ivory, No. 3 Red-Brown.
 No. 17 Dark-Blue, No. 11 Light-Yellow, No. 3 Red-Brown.
 No. 23 Grass-Green, No. 18 Lime-Green, No. 24 Gray.
 No. 27 White, No. 12 Yellow, No. 4 Oak-Brown.
 No. 26 Black, No. 19 Apple-Green, No. 9 Sandstone.
 No. 27 White, No. 17 Dark-Blue.
 No. 1 Buff, No. 11 Light-Yellow, No. 8 Dark-Red, No. 26 Black.
 No. 27 White, No. 16 Medium-Blue, No. 11 Light-Yellow.

No. 1 Buff, No. 18 Lime-Green.
 No. 19 Apple-Green, No. 24 Gray, No. 9 Sandstone.
 No. 25 Wine, No. 24, Gray, No. 27 White.
 No. 26 Black, No. 27 White, No. 24 Gray, No. 6 Orange-Red.
 No. 17 Dark-Blue, No. 26 Black, No. 9 Sandstone.
 No. 26 Black, No. 20 Sea-Green, No. 11 Light-Yellow.
 No. 17 Dark-Blue, No. 7 Red, No. 15 Blue.
 No. 26 Black, No. 5 Orange, No. 10 Ivory.
 No. 26 Black, No. 2 Tan.
 No. 6 Orange-Red, No. 11 Light-Yellow, No. 18 Lime-Green.
 No. 26 Black, No. 24 Gray, No. 8 Dark-Red.
 No. 17 Dark-Blue, No. 9 Sandstone, No. 14 Sky-Blue.
 No. 16 Medium-Blue, No. 24 Gray, No. 10 Ivory.
 No. 2 Tan, No. 19 Apple-Green.
 No. 25 Wine, No. 10 Ivory.
 No. 16 Medium-Blue, No. 9 Sandstone.
 No. 20 Sea-Green, No. 2 Tan, No. 10 Ivory.



THEATER IN No. 9 SANDSTONE AND No. 21 BLUE-GREEN

To gain attention a theater must put up a real "front". This is accomplished here in a very pleasing way with sandstone and blue-green K. Z. S. panels. Note prominence of name and battery of aluminum doors. Aluminum signs on shops have great attention value.



No. 11 LIGHT-YELLOW AND No. 21 BLUE-GREEN

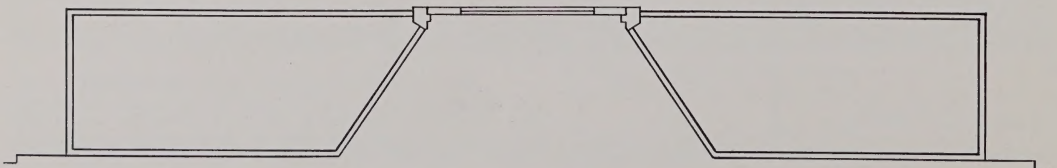
This typical department store is handled with a fresh and pleasing color combination. Letters and sign are in aluminum, as are doors and second story windows. Thus no exterior painting will ever be required. Note interesting display areas for merchandise.



No. 1 BUFF, No. 6 ORANGE-RED AND No. 10 IVORY FOR A SHOE STORE
(ALSO ADAPTABLE FOR JEWELRY, BOOK STORE, BAKERY, ETC.)

The sheer simplicity of this type of store front will make it stand out on any street. The over-all facing of buff porcelain enamel panels gives a soft, pleasing tone which is unusually suitable—since the buff color actually suggests leather and shoes. The crest in orange-red and ivory, created as a design on one panel, stands out quite prominently and adds just the note necessary to overcome plainness. The metal letters of the name and the entrance door, which might be either aluminum or bronze, are also very attractive against the buff background.

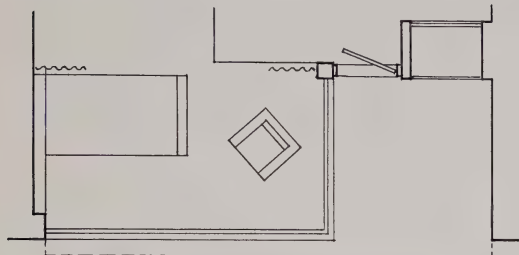
Another outstanding feature of this shoe store front is the Concealed Awning Bar, which completely hides the awning roll when not in use. Everyone knows how the appearance of a store front can be marred by the unfortunate prominence of weather-worn and untidy awnings. But these Awning Bars solve this problem completely and add a distinctive touch of beauty to the entire front. Your K. Z. S. distributor can give you full details. See also back cover of this booklet.



FURNITURE STORE WITH No. 10 IVORY AND No. 19 APPLE-GREEN FACING

A very interesting type of treatment for a furniture store, home furnishings or specialty shop. The apple-green facing around the windows and entrance is striking and appealing—and harmonizes

ideally with the upper part of the front in soft, rich ivory. Here again the letters of the store name are in rustless metal, preferably aluminum. The symbolic decoration in the form of an easy chair and floor lamp adds an interesting element.



In addition to K. Z. S. Porcelain Enamel Facing Panels, one of the most significant recent store developments is the wide use of Rustless Metal Doors. Attractive and beautiful, they harmonize with the rest of the front, make the entrance inviting, and offer dependable service with practically no maintenance expense. (See also fronts on pages 7 and 9.) A booklet with complete data is available to merchants, architects and builders.



K*Z*S

No. 21 BLUE-GREEN AND No. 11 LIGHT-YELLOW FOR A MODERN GROCERY

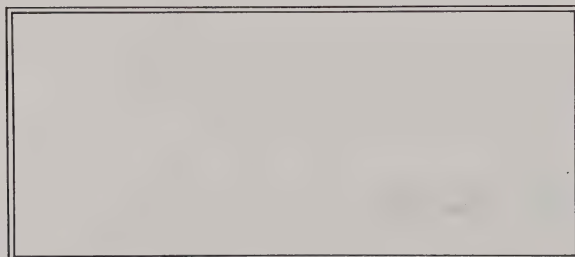
Grocery merchants in every section of the country are finding that smart, modern store fronts in color not only attract more attention but also bring amazing increases in sales. The attractive illustration below is a good example of such a grocery front in K. Z. S. With the majority of the facing in clean blue-green and the decorative strip in light-yellow, a decided contrast is obtained. The store name in aluminum letters stands out quite effectively but does not interfere with the general design, and the attractive aluminum doors make the entrance invit-

ing. And the large show window itself, being so effectively framed, attracts attention immediately.

Your K. Z. S. distributor also furnishes a complete line of up-to-date rustless metal store front members in bronze, aluminum and stainless steel—suitable for harmonious use with K. Z. S. Architectural Porcelain Enamel facing. Up-to-date types of sash, bars, awning bars, entrance doors, metal signs, mouldings and decorations are furnished. Refer also to information on back cover.



K·Z·S



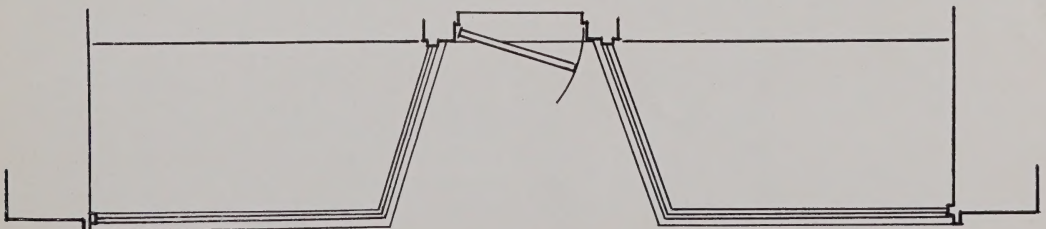
A MEN'S SHOP IN No. 3 RED-BROWN, No. 21 BLUE-GREEN AND No. 11 LIGHT-YELLOW

This illustration shows the effective use of three colors in a rather unusual combination, which you will notice is very attractive. The main color of red-brown is rich and distinctive and makes an appropriate background for the light-yellow letters of the store name—while the cornice in blue-green adds an interesting touch which avoids plainness. Such a striking combination is sure to make a strong bid for attention—yet it is definitely in good taste.

In today's store fronts, the possibility of glass breakage is practically eliminated—for plate glass is held by fully resilient sash and bars in a firm, secure and evenly distributed grip which yields sufficiently to allow for vibration or movement of glass or framing. Thousands of merchants in every section of the country are benefiting from this principle. See back cover for more information on sound, fully resilient store front construction.



K·Z·S



TYPICAL

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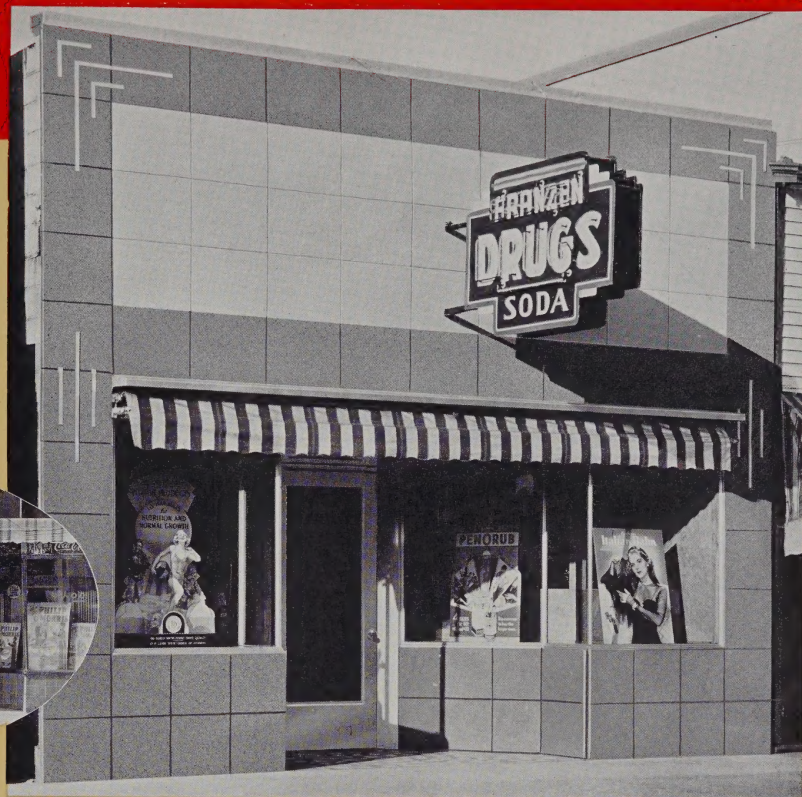
A glance at these two pictures tells the story of what a new K. Z. S. Store Front has done for the Home Furniture Company of Fort Dodge, Iowa. Panels are in Ivory and Wine.



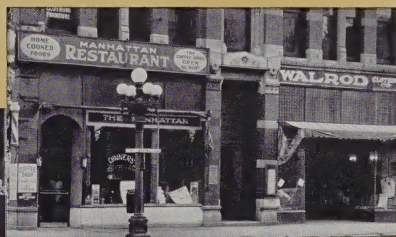
This recent front for the Vista Theater also features a combination of Ivory and Wine colored K. Z. S. panels.



Before and after photographs again emphasize the striking transformation even a very plain K. Z. S. installation can make. Attractive drug store front in Buff and Blue-Green.

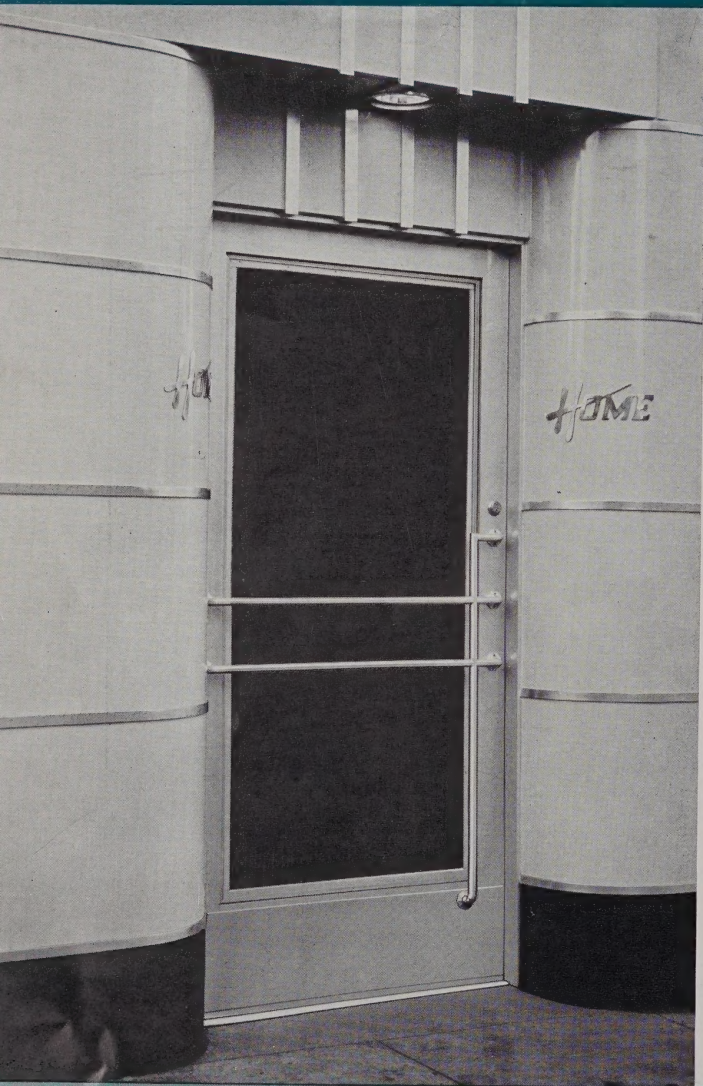


In this case a restaurant, building entrance and men's store have been combined in a very effective blue-green K. Z. S. front. Remember K. Z. S. facing is suitable for all types of stores, shops and buildings—in metropolitan centers or small towns.



Kawneer

PORCELAIN ENAMEL AND RUSTLESS METAL STORE FRONTS



Complete, Modern, Colorful, Clean

In addition to colorful K. Z. S. Porcelain Enamel Facing Panels, the complete Kawneer Store Front includes attractive *rustless metal* construction—aluminum, bronze or stainless steel sash and bars awning bars, decorative mouldings, entrance doors and special metal work such as architectural sign letters and ornaments. Modern metal alloys are used—the most practical finishes are employed, so that this metal is easy to clean and keep clean.

SASH AND BARS (to hold plate glass)—whether rolled or extruded—are *fully resilient*, offering maximum protection against plate glass breakage. Glass is held in a firm, evenly distributed grip which yields sufficiently to allow for inevitable vibration and movement of glass or framing. No looseness—no rigidity.

AWNING BARS give excellent protection to awning rolls, and also become a decorative feature of the store front. Awnings are shielded from the weather when not in use, and the newer types completely concealed. This prevents weatherbeaten awnings from ruining the appearance of the front.

RUSTLESS METAL DOORS—for all types of store fronts and buildings—are furnished in aluminum, bronze or other durable non-ferrous metals. They harmonize with any style of architectural design, and require practically no maintenance. Sturdily built, they cannot sag—offer long, dependable service. Complete information on any Kawneer products will be sent on request. Write today for details.